

RECEIVED AND FILED
WITH THE
N.J. BOARD OF DENTISTRY
ON 3-2-00 *cm*

By: Patricia DeCotiis
Deputy Attorney General
(973) 648-3696

IN THE MATTER OF

Administrative Action

CONSENT ORDER

Having reviewed the entire record, including a direct mailer advertisement provided to the Board by both the complainant and respondent offering dentures at a discounted rate, and having heard the testimony of respondent at the investigative inquiry, it

appears to the Board that while respondent did not deviate from the standard of care for dental practice in the State of New Jersey with respect to the fabrication and insertion of dentures for patient F.D., he did fail to comply with all advertising regulations. Specifically, respondent violated N.J.A.C. 13:30-8.6(g) in that he advertised upper and lower dentures including an exam, x-rays and a six month post-insertion care visit for \$999.00 without indicating his normal fee for this same service.

This failure forms the basis for disciplinary action pursuant to N.J.S.A. 45:1-21(h). The Board is satisfied that it can conclude this matter at this time in a manner which adequately protects the public because respondent agrees to the following in order to resolve this matter without recourse to further investigation and formal proceedings:

IT IS, THEREFORE, ON THIS ^{1st} DAY OF March 2000,

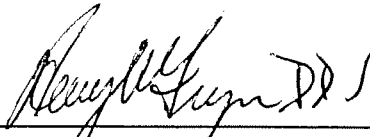
HEREBY ORDERED AND AGREED THAT:

1. Respondent shall pay civil penalties in the amount of \$500.00 for the advertising violation. Payment shall be made by certified check or money order, payable to the State of New Jersey and forwarded to Agnes Clarke, Executive Director, Board of Dentistry, P.O. Box 45005, Sixth Floor, 124 Halsey Street, Newark, New Jersey 07101 contemporaneously with the signing of this Consent Order.

2. Respondent shall pay costs of the investigation in this matter in the amount of \$96.00. Payment for costs shall be

made by certified check or money order payable to the State of New Jersey and submitted to Agnes M. Clarke at the address above, contemporaneously with the signing of this Consent Order.

New Jersey State Board of Dentistry



Henry Finger, President

I have read and understand the terms of this Consent Order and agree to be bound by the terms. I consent to the entry of this Order.



Robert N. DelPresto